

PROGRESS...

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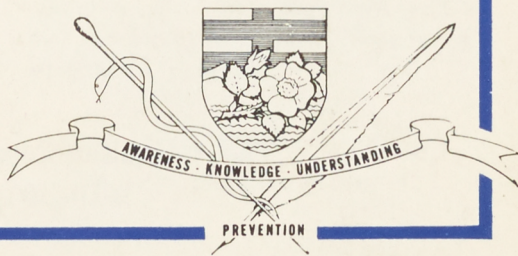


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THE ALCOHOLISM FOUNDATION OF ALBERTA

Calgary

Edmonton

PROGRESS is published regularly by The Alcoholism Foundation of Alberta in order that a more comprehensive knowledge, greater understanding, and more objective viewpoint of the illness alcoholism, be provided the people of this Province.

PROGRESS contains authoritative and pertinent material selected, as well as initiated, to be of interest to those members of professions concerned with the treatment and rehabilitation of the Alcoholic, and to those lay readers who desire to more fully understand the complexity of the illness, Alcoholism.

All material in **PROGRESS** is believed to have been obtained from reliable sources, but no representation is made as to the accuracy thereof. Opinions expressed in the articles themselves are not necessarily those of The Alcoholism Foundation of Alberta, but are those of the authors reported.

PROGRESS welcomes comment on the published material. Communications relative to the magazine should be addressed to:

The Alcoholism Foundation of Alberta,
9910 - 103rd Street,
Edmonton, Alberta, Canada.

A Message from the Honorary Board Chairman

George Bernard Shaw once said, "The worst sin toward our fellow-creatures is not to hate them, but to be indifferent to them; that's the essence of inhumanity".

Of vital importance to any public health problem is an open-minded and co-operative public attitude by all: this is particularly so with respect to the illness, alcoholism. The problems of alcoholism demand awareness, knowledge and understanding at every level of contact.

The Alcoholism Foundation of Alberta fully appreciates the splendid co-operation and assistance received from people throughout our province, but the purpose of The Foundation is to enable more and more of those concerned not only to approach but to cope with problem drinking situations which arise.

At the close of our second Conference on Alcohol Studies in 1955, one of the lecturers, Mr. Raymond McCarthy, Associate Director, Yale Summer School of Alcohol Studies, in commenting on the success of the program in Alberta, said: "While I feel that the government, the medical profession, the clergy, the staff and other individuals and groups throughout the province are, in part, responsible for the excellence of the program, I really have decided that much that has been accomplished is due



J. Donovan Ross

largely to the fineness of the people of Alberta, who are enabling The Foundation to make such strides in beginning to deal with this major health problem."

As a former President of The Foundation, I firmly believe that this is so. The problem of alcoholism is not only a medical and psychological problem, it is also a very serious social disorder.

As your Minister of Health, it has been most gratifying to me to have been associated with the formation and growth of The Foundation, and to have given it such support as I have been able. I welcome the publication of this magazine as a most important part of the development of The Foundation's educational program.

A handwritten signature in dark ink that reads "J. Donovan Ross". The signature is written in a cursive, flowing style.

J. Donovan Ross, M.D., M.L.A.,
Honorary Board Chairman,
The Alcoholism Foundation of Alberta.

A Message from the President

The ultimate goal of The Alcoholism Foundation is the control and prevention of alcoholism, so we welcome this introductory issue of the magazine, "Progress" as a meaningful development of The Foundation's educational programme. Reduction in the incidence of this major illness can be accomplished only through the co-operation of an open-minded and sympathetic community.

Since its inception in September, 1951, and following the opening of the first clinic in July, 1953, The Alcoholism Foundation of Alberta has been singularly fortunate in the public support tendered it in all parts of the province. The constant co-operation of government, professional and industrial groups, and private individuals has contributed significantly to the acceptance of The Foundation as a vital community service. We are deeply grateful to the people of Alberta for their wholehearted support.

In "Progress" we will provide a compilation of current facts, available to all who may hold different views upon the problems of alcohol and its use.

We will also report the latest available data, so that all who are concerned with problem drinking situations may find something they want and need. We will welcome suggestions and comments so that you, the people of Alberta, may assist us to achieve a common



Stewart A. Keays

denominator of understanding in a field which has been seriously obscured by malinformation, misinformation and misinterpretation.

This issue, therefore, is dedicated to all those who had the faith and courage to initiate this broad philosophy and approach; to the medical profession who conceived it; to the members of government, business and industry who have supported and sponsored it; and to the people of Alberta who gave it life.

All these as an integrated force are helping us to overcome the stigma, fear and ignorance which have for too long clouded the whole issue of the illness, alcoholism.

Mr. Stewart A. Keays,
President,
The Alcoholism Foundation of Alberta.

Report from the Executive Director

"Progress", long a Foundation goal, marks a second phase in the Prospectus of The Foundation's program. Initially, we emphasized the need to establish awareness, knowledge and understanding. Now though, we should also begin to add a vital new facet, namely the integration of services and knowledge throughout every other working group in the province.

During the earlier period of operation, The Foundation—of necessity—directed major emphasis to the improvement of public attitudes toward alcoholism, in an attempt to eliminate the ignorance, fear and confusion publicly felt about this major social disorder. Today, we see a steadily growing acceptance of alcoholism as a treatable illness. Therefore, the worth and importance of this integration of our approach to that of all public health services must now be developed still further: the doctor across the desk with his patient; the magistrate seeking to aid one whose only real crime is drunkenness as an offence to the public or his family; the agency worker seeking to find answers to a family's chaos in which the problem of alcoholism is being hidden, and the personnel manager confronted with a problem drinking employee in whom there has been a very real expenditure of time, experience, money and responsibility.

It is vital to the needs of all concerned that the experience and knowledge which The Foundation has achieved be shared with each of the above collateral contacts as well as with our clergy, teachers, students, associations, professional and scientific bodies.

Responsibilities Outlined

Having established the concrete support of these collateral sources, we

must accept the responsibility of bringing more information and assistance to all those concerned with alcoholism situations in order that they may be better enabled to deal with them properly and adequately as they arise; not later, when problem drinking has been complicated by additional physical, psychological, spiritual, economic and social disorders.

A Complex Illness

The illness, alcoholism, is a peculiar and baffling one. It is hard to pinpoint. We know it is there. We know it is costly in terms of both human suffering and plain dollars and cents. Most of us have had some personal experience with a family member, friend, or employee, who became a problem drinker. We know alcoholism as perhaps our most serious social problem and as a leading medical problem.

Because of the very nature of this disease and its hidden aspects, it is not easily possible to reliably assess its incidence. There are many factors which

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J. George Strachan

History of The Foundation

It is fitting that this, the initial issue of PROGRESS, which has as its primary purpose the object of acquainting the people of Alberta with the work of The Foundation, should contain a brief review of historical highlights that brought The Foundation into being.

EARLY HISTORY AND OBJECTIVES

Even prior to 1951, leading lay and professional citizens had expressed concern with the problem of alcoholism. This culminated early in 1951 with the appointment, by the College of Physicians and Surgeons, of Dr. J. Donovan Ross as Chairman of a committee to consider what measures might be taken to control this disorder. The first committee members consisted of Dr. W. Bramley-Moore, Dr. E. Donald and Dr. Morley Young, with Mr. George B. Henwood as Secretary.

The Foundation was established under the Friendly Societies Act on September 27, 1951. Essentially, the constitution and by-laws pointed out the need to establish programming in the areas of education, treatment, rehabilitation and

research, all to be directed toward the ultimate prevention of this serious social and medical problem. To implement this program, an initial Board was chosen from a cross section of lay and professional interests throughout the entire province. It is commendable to note that almost all have continued to retain their original interest in, and support of, the work of The Foundation. Dr. Ross served as first President, and later, with his entry into provincial politics, moved on to the position of Honorary Board Chairman when he became Minister of Health.

It is impossible to adequately review in brief the contributions made to the work of The Foundation by its early founders. Special tribute should be paid to two Board members, namely Mr. N. F. Priestley and Mr. R. P. Malone, as well as to a staff member, Mr. A. W. Herrell, all now deceased.

Dr. Ross then undertook the task of surveying other facilities and resources. To that end, he visited programs established in Canada and the United States. He brought several representative speakers to Alberta in order that they might meet with the medical profession and other bodies to aid in interpreting the problem and so help to establish the need for a program in Alberta.

The initial Board, though apprised of other effective programming, were concerned with initiating a program which would be pertinent to their own Alberta needs. The Alcoholism Foundation of Alberta is quite unique in two ways. First of all, it was initiated through the active interest of the medical profession and secondly, it is an autonomous and private Foundation. At a joint meeting between the organizing Board and members of



The Edmonton Centre

the Provincial Cabinet, it was agreed that as a private Foundation, it would better attain its objectives, and too as such, it could seek supporting and contributing memberships.

Though the government allocated first funds through a grant from the Department of Health in 1952, these funds were not used since it was deemed advisable to have planning and organizational considerations well under way before actually expediting the operation itself.

Members of the Board made many contacts throughout the province to individuals and groups to discuss and promote their proposed plans. This early orientation to the aims of The Foundation did much to establish the excellent rapport that exists today throughout all levels of contact in the province. A non-controversial approach was constantly emphasized.

ORGANIZATION STRUCTURE

It was then deemed advisable to seek a Director who could be charged with the responsibility of planning and developing the actual program itself. Mr. J. George Strachan, a Canadian by birth, active in the field of alcoholism and directing a program in the United States, was contacted and the Alberta program discussed with him. He aided in the further steps of planning and later agreed to assume the directorship of the Alberta program. He moved to Edmonton in July of 1953.

The Board of Directors and Executive Committee are elected annually by the membership and must act within the framework of member approved by-laws.

The Executive Director is appointed; is responsible to the Board, and in turn, is responsible for and has sole authority over all operational personnel. Later, much of this responsibility and authority was to be delegated to 'department heads' who supervise and co-ordinate services.

In addition to a measure of co-operative internal administration, the



The Calgary Centre

Executive Director would be assisted by Advisory Committees in the special fields of treatment, education, research and finance. Each of these voluntary groups contribute skills and balances without which an effective program could not be maintained.

As the home of the first Centre, an historical and beautiful private residence centrally located in Edmonton was selected. It provides a warm, dignified setting which indirectly reflects the high standards established as an integrated part of Foundation philosophy.

Further, Foundation objectives rightly dictated the implementation of a remedial approach to facilitate the immediate treatment of patients, while conjunctively developing educational and other activities. Therefore, a practical and conservative, but essentially progressive program was developed.

As a result of his training and experience, Mr. Strachan was enabled to provide those administrative and organizational abilities so vital to implementing the objectives, philosophy, and programming of The Foundation. As his first task, he designed and proposed a programme prospectus. Its development provided the direction and guides of programming to this day.

Of paramount importance, of course, was the job of acquiring and training staff. It is gratifying always to acknowledge the efficiency, worth and dedication of an exceptionally able body of personnel in every department.

The Edmonton Centre and Clinic was opened in July, 1953. The Calgary Centre and Clinic followed in October of 1954 to service the southern portion of the province. The Edmonton Centre also serves as the administrative office for the province.

Growing awareness to the work of The Foundation resulted in an expanding program which, in turn, necessitated increases in staff. The need to find adequate personnel who might be trained for this field was already evident.

Literature was developed and significant public activities as well as public relations projects were effected through newspapers, talks, radio, and special Foundation reports. It is of interest to note that Foundation efforts and literature served as models for programming in New Zealand, Australia, the United Kingdom and in Africa.

ACTIVITY HIGHLIGHTS

Early in 1954, the First Annual Alberta Conference on Alcohol Studies was held in conjunction with the University's Department of Extension at Edmonton. This school served as a fitting mile-post to note the first anniversary in the growing activities of The Foundation.

The Foundation therapy teams, consisting of part-time doctors, full-time nurses, psychologists, social workers, educators, and other staff, also began to integrate their work with other health and welfare agencies, judicial authorities and those regularly dealing with problem drinking situations.

As an early activity, Foundation staff worked with the Department of Education to study and revise the material on alcohol studies and alcoholism in the Health and Personal Development Courses of Grades IX and X. This served

to add impetus to the diversified areas of educational activity that are currently established throughout the province.

The Foundation also served in a conjunctive role with the Attorney General's Department in providing treatment services to the Belmont Rehabilitation Centre. Foundation staff were active in this capacity during 1954 and 1955. "Belmont" has since developed its own program.

During 1954, a Canadian Association of provincially supported alcoholism programs was inaugurated to be known as the Canadian Council on Alcoholism. Mr. Strachan, as Director of the Alberta Program, was chosen as Secretary of this organization. This year, the Canadian Council is being formalized into an officially incorporated body.

In 1955, a Second Alberta Conference on Alcohol Studies, co-sponsored by The Foundation and the University Department of Extension, was held in Edmonton. During this year the work of The Foundation broadened immeasurably in all fields.

In this same year, Mr. Strachan was asked to serve on the Committee on Organization and on the Ways and Means Committee of the North American Association of Alcoholism Programs. He chaired the Committee on Organization and today serves as First Vice-President of this organization.

In 1956, fringe benefits, sick leave, holidays and a pension plan were revised and completed as a part of Foundation policy for all personnel. The Third Annual Conference was held in Banff as a medical and industrial forum on alcohol studies. Workshops, which were initiated at the Conference, later were continued with business and industry throughout the province.

The Foundation submitted a Brief to the Legislative Committee appointed to study the Alberta Liquor Control Act. It was well commended throughout the province. Mr. Strachan presented a re-

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Alcoholism and Alberta

by J. George Strachan

The Problem: Its Scope and Area

There was a time, not too long ago, when victims of certain illnesses were regarded as social outcasts and treated accordingly. This attitude was particularly manifest in the treatment of tubercular patients who were publicly shamed and hidden away by their families. Today, the successful elimination of stigma about tuberculosis and the resultant check on its incidence, provide one of our most striking examples of the effectiveness of public health programming in the creation of new attitudes and the acceptance of responsibility in dealing with a serious health problem.

Alcoholism, as an illness, has also been veiled from general conversation. However, during the last decade, there has been a marked change in attitudes, particularly with respect to a comprehensive understanding, analysis and public acceptance of the many-faceted problems posed by alcoholism. No longer does the problem find definition solely as a moral issue, but rather, there is now a more sympathetic climate and the realization that alcoholism is essentially a treatable illness. Along with this awareness, there is more coherent co-operation on the part of professional groups to present a more scientific approach to the general public, as well as to the victim of the illness, and to aid the family who suffers along with the alcoholic or problem drinking member.

At the same time that awareness and knowledge of the problem have increased, there has been significant attention directed toward organized

programs for alcoholism. Such organizations as the National Council on Alcoholism and the North American Association of Alcoholism Programs serve in advisory capacities in the development of community alcoholism programs. Since 1943, Yale University's School of Alcohol Studies has been conducting summer sessions on alcoholism for all interested professional groups.

In this province, The Alcoholism Foundation of Alberta formulated a program of education, treatment and research with the ultimate goal of prevention of alcoholism. That this program is practicable as well as theoretically hopeful can be evidenced by statistics representative of those who have utilized its services since its inception in 1953. The Foundation has accumulated files on more than 3,500 problem drinkers. Nearly 1,200 patients have been exposed to sufficient treatment to warrant the term 'case status' and about 56% (over 600) of these persons, have achieved varying stages of recovery.

The Information Centres and Treatment Clinics located in the cities of Edmonton and Calgary service all areas of the province. Through counselling, treatment, research, and public education, The Foundation, in just five years has provided a sound groundwork for all provincial programming necessary to effectively meet and deal with this major social disorder. In its endeavours, The Foundation is fortunate in having the co-operation and support of the Provincial Government, as well as the interest and contributing efforts of many civic minded Alberta citizens.

Alcoholism, a Health and Social Problem

The Alcoholism Subcommittee of the World Health Organization has defined alcoholism as: "A chronic disease, or a disorder of behavior, characterized by the repeated drinking of alcoholic beverages to an extent that exceeds customary dietary use or the ordinary compliance with the social drinking customs of the community, and that interferes with the drinker's health, inter-personal relationships, or economic functioning."

It is apparent that the complexities that are manifest in the illness alcoholism make it ambiguous to define since there are many hidden factors not yet fully understood.

The incipient and early chronic drinker generally proves receptive to a form of treatment that combines medical and counselling techniques such as those provided at The Alcoholism Foundation of Alberta.

The so-called 'Skid-Road Habitues' who use alcohol as a means whereby they can obliterate, through self-imposed anesthesia, excessive problems of social inadequacy, appear to possess alcoholism as a secondary problem to their deep-rooted dependency pattern and inability to cope with the problems of daily living. It is only through a solution of their complex dependency requirements that any possibility exists whereby one can cope with their alcoholism overtones.

Other alcoholics have reached that stage of progression in their disease where serious psychological, physical and social consequences are apparent. The deterioration process greatly hampers recognized treatment techniques and recovery trends for this group have not, at this time, been encouraging.

Statistically, alcoholism is one of our most prevalent health problems. It is estimated that in 1956 there were

180,990 alcoholics in Canada. This represents a national rate of 1,890 alcoholics per 100,000 adults. In Alberta, it is estimated that there are over 30,000 problem drinkers of whom perhaps 10,000 may be termed chronic alcoholics.

The statistics do not, of course, reveal the hardship and suffering endured by the family, friends, employers and associates of the problem drinker.

A check of each community in this province would indicate a considerable portion of the taxpayer's dollar is going to the maintenance of police systems, courts, institutions and jails; a similar survey would reveal the high percentage of our incarcerated population who are charged with offences associated in some way with a drinking problem.

Not all problem drinking situations are indicative of alcoholism. However, a public awareness of alcoholism and of the problems of alcohol *per se* should aid in providing impetus for the constructive action needed to meet these grave social problems.

Community Approaches

Alberta communities have various facilities which may be utilized to meet the specific needs created by the illness, alcoholism. However, the importance of these services has not yet been recognized as an essential adjunct to community well-being in the same measure that public acceptance has been accorded to tuberculosis associations and cancer clinics.

Through educational programming aimed at disseminating factual information on alcoholism, there is gradually emerging a change in both the intellectual and emotional responses to the illness, on the part of adults and young people alike. A concrete result has been the perceptible elimination of moral stigmas and their replacement with constructive attitudes and action. As alcoholism becomes more and more accepted as

a health problem and a community responsibility, the existing community agencies will ultimately provide the answer through a demonstration of strong, co-operative efforts in coping with the realities of problem drinking situations. The Alcoholism Foundation of Alberta is acting in an advisory capacity to aid in the initiation of community action in this regard.

One of the most effective community resources for the alcoholic and his family is Alcoholics Anonymous. Through this fellowship, the alcoholic is offered a way of life designed to help him meet the stresses and problems of everyday living without recourse to alcohol. Alberta has approximately 70 active A.A. groups who are assisting countless victims of this illness.

However, despite the phenomenal success of A.A. in this field, there are many problem drinkers who require a more complete therapeutic program for their recovery. This involves the use of professionally trained personnel working as a clinical team, utilizing a total approach to the physiological, psychological and social aspects of the illness.

Many referrals to The Alcoholism Foundation of Alberta come through the fellowship of Alcoholics Anonymous. In turn, many of those patients who have sought and utilized treatment facilities offered by The Foundation have later been referred to groups of Alcoholics Anonymous and have, because of the specialized treatment at The Foundation, been able to find successful readjustments to daily living with the aid of Alcoholics Anonymous therapy. It must be clearly understood that Alcoholics Anonymous is a separate and autonomous society, in no way connected with The Foundation or any other body. Further, their dedicated contribution as individual members and groups to this field is one of our greatest assets in assisting patients to accept the long-term program of sobriety.

In order to help more alcoholics and to work toward reduction of the incidence of the illness, it is essential that all community resources play a significant role in the comprehensive programming underway. Much progress has already been made in this direction.

The medical profession has shown an increased interest in alcoholism as a result of current developments in research and education. For instance, the advent of tranquilizing drugs has enabled the physician to more effectively treat the alcoholic patient. Research is uncovering new and more effective therapeutic measures which hospitals are implementing. Alberta has shown strong foresight in establishing hospital policies which permit the admission of alcoholics on the same basis as other patients. The nursing profession, aided by orientation lectures provided by The Foundation, is becoming aware of its vital role in interpretation of the illness, case-finding, and making referrals for treatment.

The social service agencies available in Alberta represent a large, potential source of help. In recognition of the fact that effective management of the problems created through active alcoholism often needs the help of those engaged in social service areas, The Foundation has conducted seminars on alcoholism for social workers and related agency workers in the field.

Industry is becoming more concerned with the problems created through alcoholism among vocational groups. While the problem in industry has been hidden for many years, management today recognizes that alcoholism poses a serious threat to operations and manpower, not only in calculated terms of dollars and cents, but in the enormous waste of manpower and the excessive turnover of personnel, as well as acute material loss.

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Administrative Staff of The Alcoholism Foundation of Alberta

With this, the initial issue of Progress, we are starting a series of introductions to our personnel at The Alcoholism Foundation of Alberta. In this issue we will give you some background of the members of our administrative staff, whose functions involve executive, advisory services, direction of activity, financial operation and office management. Future issues will introduce you to members of our educational, treatment and research services.

The more adequate the activities of administration the less we are cognizant of them. Many times we assume that the co-operative enterprise and smooth functioning of office procedures are a matter of simple routine. Nevertheless, it is only through the combined efforts of our administrative personnel that total end results can be achieved. Members of administrative staff have given much time, effort and thought to streamlining the needs of efficient operation in order that the aims of The Foundation might best be served.

Mr. J. George Strachan was appointed Provincial Executive Director of The

Foundation in June, 1953 and opened the first Centre in Edmonton in July of that year. Born in Montreal, he was schooled in Canada and the United States, having attended the Dayton and St. John's Universities. He is a graduate of the Yale Summer School of Alcohol Studies. Previous to his return to Canada



J. P. Matheson

to direct the Alberta program, Mr. Strachan had been engaged in similar activity in the United States. Earlier, his background was one of organization, administration and management in business and industry. As one of the pioneers in the field of alcoholism programming, he was one of those responsible for initiating some of the earlier community and industrial efforts. In developing awareness of the illness, alcoholism, he also helped to initiate several schools on alcohol studies, which pattern he continued to follow on his return to Canada, having directed three such schools in Alberta. Mr. Strachan is also currently First Vice-President of the North American Association of Alcohol-



J. G. Fullerton

ism Programs and is, as well, Secretary of the Canadian Council on Alcoholism.

Mr. J. G. Fullerton, Secretary-Treasurer of The Foundation, had many years of experience in corporate enterprise before joining The Foundation in his present capacity. Mr. Fullerton, who was educated in London, England and who graduated from St. Paul's School, has spent most of his life in Edmonton and is very familiar with the functioning of financial structure and procedure.

Mr. J. P. Matheson, previous to joining The Foundation, was associated with the Department of Veterans Affairs since the end of World War II. He attended the University of British Columbia and is an active member of the Canadian Association of Social Workers, the Canadian Welfare Council and the Professional Institute of Canada. Following a period of orientation at Edmonton, he was appointed Administrative Assistant to the Executive Director in the Calgary Centre.

Miss Doreen Stith, Secretary to the Executive Director, as a first member of Foundation staff, is largely responsible for the smooth operation of administrative functioning within The Foundation. Her loyal interest and proven abilities have made her a most valuable associate.

Newest member of the administrative staff is Mr. Robert W. Barnitt, who



R. W. Barnitt

comes from the United States. A graduate of Blair Academy and Georgetown University, he is a member of the International Council of Industrial Editors. Previously, he had years of experience in public relations and industrial editing. He currently is coordinating and editing publications services and is responsible directly to the Executive Director for this work and in special projects.

Mrs. Hanna Lewis Resigns from Staff

Announcement of the resignation of Mrs. Hanna Lewis, Associate Director of Educational Services at The Alcoholism Foundation during the past two years, was made by J. George Strachan, Executive Director, at the recent annual Board and Membership meeting. Mrs. Lewis joined The Foundation as a counsellor on the treatment staff four and a half years ago.

A graduate of the University of Alberta, holding both Bachelor of Arts and Education degrees, she attended the Universities of Minnesota and California where she specialized in counselling and guidance work. Mrs. Lewis also attended



Doreen Stith

the Yale Summer School of Alcohol Studies at New Haven, Connecticut. Prior to joining The Foundation, she was with the Department of Education for Alberta in the capacity of Assistant Supervisor of Guidance. Mrs. Lewis is a member of the Edmonton Personnel Association, the Canadian Mental Health Association, and the Canadian Psychological Association.



Hanna Lewis

In expressing his sincere regret on her resignation and his commendations for her work, Mr. Strachan stated: "The work which Mrs. Lewis has accomplished for The Foundation, particularly during these active growth years, has been both productive and invaluable. Her resignation is a loss to all of us who are familiar with the service and direction she has rendered in developing community programs, seminars and other public relations activities throughout the province. Her contribution to this field is a major one as evidenced by the progress which has been made during the first five years of operation. At this time of planned expansion, she will be difficult to replace. We are pleased, however, to know that she will continue to contribute her interest to our operation in an advisory and consultant capacity."

Mr. Strachan added: "We, at The Foundation, naturally wish Mrs. Lewis continued success in her future endeavors."

Canadian Council Reviews Programming

Members of the Canadian Council on Alcoholism met in Winnipeg on May 8th and 9th to review Canadian programming and to take further steps to formalize the present Canadian Council on Alcoholism, an Association of Provincial organizations concerned with the problems of alcoholism, into a body to be known as the Canadian Alcoholism Foundation.

Chairman of the Council is H. David Archibald of Ontario; J. George Strachan of The Alcoholism Foundation of Alberta is Secretary, and other members representing Provincial Foundations include: Ross Mounce, Manitoba; J. F. A. Calder, Saskatchewan; and Mr. E. D. McRae, British Columbia.

The Council was formed in 1954 in order to correlate Canadian planning and activities in the field of alcohol and alcoholism studies and to serve as a clearing house for matters of mutual interest.

As a result, it has facilitated relationships with various Federal Government Departments and is utilized by Provincial Directors to exchange ideas and information on administrative activity and programming techniques as well as a means of keeping informed on new developments.

Upon his return to Edmonton, J. George Strachan, Executive Director of The Alcoholism Foundation of Alberta reported that, 'At the current meeting in Winnipeg, agreement was reached to expedite necessary constitution and by-laws to formalize the Council for the furtherance of common interests and activities and to give impetus to the total Canadian support in the field of alcoholism. The new body will also serve as a central body to receive and distribute funds for the purpose of sponsoring research activities. The new organization will be similar to the Canadian Heart Association, the Cancer Society, and others.'

ALCOHOLISM AND ALBERTA

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Many leading industrial concerns, such as the Bell Telephone Company of Canada, Allis-Chalmers, Consolidated Edison of New York, Eastman Kodak and International Harvester, have set up their own case-finding, treatment and rehabilitation programs. All industrial organizations, regardless of size, may draft a program of their own through an adaptation of these same general concepts.

In Alberta, with an estimated 20,000 problem drinkers to be found in its labor force, The Foundation is encouraging business and industry to initiate active support in this area of concern. Industrial forums and workshops have been held to provide a broader understanding of the problems of alcohol and alcoholism and the methods of dealing with them. Orientation talks and panel discussions on alcoholism have helped to present the true significance of the problem. In addition, The Foundation provides its services in an advisory capacity to aid any industry in developing individual company policies on alcoholism.

The 'Skid Road' or 'Bottle Gang' type of drinkers, whose area of experience is divided between casual shelter and jail confinement with only itinerant jobs in the interim or exposure to life in an institutionalized environment, present special problems that cannot be met through regularly accepted treatment channels, such as clinics, family agencies, and other established community resources.

Various pilot projects now under way to help these men and reduce their burden on society, utilize and build their programs around 'Halfway Houses'. These are self-supporting facilities which encourage the alcoholic in his efforts to become a stable, contributing member

of society, while at the same time providing him with a semi-protective environment to meet his emotional dependency needs which are so significant among this socially inadequate group of individuals.

In the Belmont Rehabilitation Centre and its auxiliary, the Belmont Hostel, the Alberta Government has provided an approach to the problem of the indigent alcoholic confined either because of a drinking offence of one in which drinking has been a major contributory cause.

Too, there has been a phenomenal growth of A.A. activities within the confines of Alberta institutions. Visiting A.A. members to the prisons encourage the inmates to join an outside group immediately upon release.

The Foundation offers post-release services to those who are released from Belmont and other institutions in the province.

A Public Responsibility

Only a part of the alcoholism problem can be met through professional interest and training. Alcoholism is primarily a public problem requiring the wholehearted support of every citizen in reducing its incidence and alleviating the suffering and misery caused by its destructive patterns.

Alcoholism poses problems shared by few others in the field of public health. The emotional impact it creates makes it difficult to view the illness objectively. Public prejudice and misinformation tend to create, among the uninitiated, a decided feeling that the alcoholic is totally irresponsible and morally weak, rather than sick in the accepted sense of the word.

In addition to its prevalence as a health problem, there are its ramifications as a very grave social problem—bringing with it community costs in hospitalization, welfare, wage losses, the

effect of unstable homes, and a host of related problems.

While treatment techniques are presently restoring thousands as self-sustaining and reliable citizens, it is the very attitude of the community which has, to a great degree, retarded this progress. Many more sufferers from alcoholism will seek help—and at an earlier stage of their illness—when the public learns to look upon the alcoholic without prejudice, censure and antagonism.

Each individual in a community should also support and stimulate the endeavors of professional groups who are active in this field. This is all the more necessary when we consider that the very nature of the illness with its many unknown factors requires specific treatment skills and much more research into all phases of its progression.

Programming and Alcoholism

Programing of all community groups and agencies geared to meeting the alcoholism problem, should recognize and embrace four essential needs:

(1) **Community Group Liaison**—It is essential that all the community resources recognize their clearly defined role in this area of concern and provide a co-ordinated and constructive team-work effort for their community.

In Alberta, the support attended the work of The Foundation is manifest evidence of properly endorsed direction of purpose and planning.

(2) **Education on Alcoholism** — The general public, community leaders, industry, schools, and professional personnel must be orientated in application of the known facts about alcoholism.

The Alcoholism Foundation of Alberta, through its Educational Services Department, utilizes every communications media—talks, panel discussions, newspaper, TV and radio publicity,

literature, audio-visual aids, and special seminars and workshops for specific groups in an intensive effort to disperse this information.

(3) **Availability of Information on Alcoholism**—Each community should have the most up-to-date, factual information on alcoholism available for any individual seeking to learn more about this illness.

From its Information Centres in Edmonton and Calgary, The Foundation dispenses this service to the alcoholic, his family, his employer, or to anyone wishing information on alcohol and alcoholism.

(4) **Case-Finding and Referral Service**—Along with a knowledge of alcoholism, community resources will be enabled to recognize the symptoms of the illness, interpret its nature, and encourage the alcoholic to seek treatment for his problem.

Research, Study and Analysis

The complexity of the alcoholism problem lends itself to a diversified research program. As well as studying causes of the illness, research is constantly attempting to discover better treatment techniques and preventive measures. As this work proceeds, community personnel must be constantly made aware of the newer concepts and public response must keep pace with the progress realized.

It is highly improbable that one single cause or solution will be found for alcoholism. Accomplishments require time, trained personnel and assured community support commensurate with the seriousness of the illness. However, incorporation of a total three-point approach—education, treatment and research—may well provide some startling answers within the next few years.

Of paramount importance, at the present time, is the replacement of age-old moralistic and punitive attitudes with honest public appraisal and sympathetic mien toward the alcoholic.

By encouraging a healthy operational environment, alcoholism studies and analysis give promise of providing new and exciting developments in progressing toward the prevention of this grave community problem.

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3. Strachan, J. George: *Suggested Prospectus of a Community Approach to the Problem of Alcohol*: Alcoholism Foundation of Alberta.
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REPORT FROM THE EXECUTIVE DIRECTOR

Continued from page 3

intervene when defining or interpreting alcoholism.

We very much need vital statistics and more knowledge on all of the problems of alcohol and particularly that of alcoholism. Therefore, we are seeking and need support for research. Of paramount importance, in my opinion, are the sociological answers so necessary to properly deal with this entire situation. This is one area, however, in which study or research activity must be done conjunctively with treatment and educational services. Inasmuch as this is an especially costly and serious problem to business and industry which today both

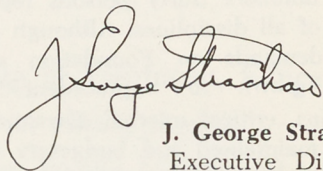
management and labor are beginning to recognize, we are hopeful that, as they realize the necessity of facing up to the issues involved, we may through their support, gain assistance for some of this research. On a reciprocal basis, this should provide them, as well as the community, with savings that will more than compensate for the aid granted our work.

Initial Issue of Magazine

This, the first issue of *Progress*, is designed to introduce you to The Foundation and its staff. Its aim is to acquaint you with Foundation history, organization, accomplishments and objectives.

Each issue will present relevant and tangible articles dealing with counselling, medical, educational and research activities. The overall content will be oriented to both lay and professional interests.

Personal appreciation is extended the Provincial Government, the Board and the membership, for supporting our efforts to initiate this magazine. Rest assured that, to the best of our abilities, the confidence and interest of all will be constantly maintained.



J. George Strachan,
Executive Director

TOLERANCE...

"The most loveable quality anyone can possess is tolerance."

"It is the generosity that concedes to others the right to their own opinions and their own peculiarities."

"It is the bigness that enables us to let others be happy in their own way, not our way."

The Texas Sun.

HISTORY OF THE FOUNDATION

Continued from page 6

port on the organization and activities of The Alcoholism Foundation of Alberta at the annual meeting of the North American Association of Alcoholism Programs held in Berkeley, California.

Since 1957 The Foundation has assisted with the planning of a hostel by members of the United Church. It will be in operation early in 1959. Services, over and above sporadic community meetings, were evolved during 1958 whereby a team of Foundation staff members set up pilot seminar meetings in several areas of the province. These met with acceptance beyond highest expectations.

Together with the Ontario Research Program, The Alberta Foundation sponsored an honorarium to the world-known scientist in the field of alcohol studies, Dr. E. M. Jellinek, that he might take the time to put his many years of study and experience into manuscript form. Dr. Jellinek is presently serving as a Research Consultant to both Foundations and will spend some months in Alberta this year.

At the present time, The Foundation staff numbers thirty persons representative of all disciplines. Although growth and demands on Foundation services have grown to unprecedented proportions, critical internal assessment has been maintained and budgetary control guarded during these first years.

Current effort in educational services may be emphasized by noting that during February and March of this year alone, Foundation staff participated in approximately forty activities involving almost 2,000 people. These activities were all-inclusive and involved not only special meetings with members of business and industry but orientation lectures to nurses, a series of lectures to clergymen, meetings with Home and School organizations, talks to young people, church groups, and others.

ACKNOWLEDGMENTS

No review could be complete without a word of appreciation to all the many friends of The Foundation who have made so much possible in so short a span of time. Support from the Provincial Government, the Cities and Communities, business and industrial associations, and individual citizens throughout the province has been most gratifying.

Education, Treatment, Research, have all been unified and melded into an integrated, firmly established program of operation to help make Albertans aware of the magnitude of the task involved to adequately cope with the illness, alcoholism, while demonstrating to the people of the province that there is available to them resources which offer assistance and concrete, constructive programming to provide, through Education, Treatment and Research, at least a beginning solution to the prevention of this illness. It is a responsibility which can only be accomplished through joint enterprise, constructive planning and effective operation.

Future aims and projected plans are well founded and prospects continue hopeful that progress will ever result in achieving the aims and aspirations of those leaders who initiated the steps which led to the present all-encompassing operation. All work conjunctively toward that day when ultimate prevention will be a fact and not a mere wish on the part of our society.

REFERENCES

First Annual Progress Report, July 1953-December 1954, published by The Alcoholism Foundation of Alberta, Edmonton, Alberta.

Proceedings of First Annual Alberta Conference on Alcohol Studies, August 30-September 2, 1954, published by The Alcoholism Foundation of Alberta, Edmonton, Alberta.

Suggested Prospectus of a Community Approach to the Problem of Alcohol, 1954, The Alcoholism Foundation of Alberta, Edmonton, Alberta.

The Alcoholism Foundation of Alberta is a Private Agency, incorporated under the Societies Act in 1951, financed by provincial and municipal grants, corporate and private contributions.

The services of The Foundation are available to individuals or groups desiring information or assistance with problem drinking situations. Patient counselling, medical, educational and research services are provided through the two Centres located in Edmonton and Calgary.

The Foundation recognizes alcoholism as a treatable illness, a serious public health problem and, therefore, a public responsibility.

The Foundation's approach is professional and at all times avoids controversy.

Through its three-point program of Treatment, Education and Research, The Foundation is directing its efforts toward a beginning solution of this major public health and social problem, the ultimate of which is eventual prevention.

J. George Strachan
Executive Director

CENTRES AND CLINICS

CALGARY
737 - 13th Avenue S.W.
AMherst 9-6101.

EDMONTON
9910 - 103rd Street
GArden 4-7161

Four **A27472** ices

- **ADVISORY SERVICES:** Professional advice and assistance on the problems of alcoholism.
- **AUDIO-VISUAL AIDS:** Films, tapes, records and displays are available on loan.
- **CONFERENCES AND SEMINARS:** On alcohol studies to create a better understanding of the problems of alcoholism and methods of dealing with those problems.
- **INDUSTRIAL WORKSHOPS:** For the education of management, supervisory staffs and general employees in Alberta industry.
- **ORIENTATION PROGRAMS:** For nurses, doctors, internes, penal officials, personnel managers, social workers, clergymen, teachers and other groups.
- **PUBLICATIONS:** Progress, News Review, Foundation Reporter, Digest on Alcohol Studies and Original Brochures and Pamphlets.
- **REFERENCE LIBRARY:** Books, pamphlets and publications by authorities in the field of alcoholism.
- **SPEAKERS BUREAU:** For professional, industrial, church, social, school, civic and other groups requesting information.